

**Subject:** This week from CCA (CCA Delivers - May 25, 2017)  
**From:** "Central City Association" <toh@ccala.org>  
**Date:** 05/25/2017 06:13 PM  
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**May 25, 2017**  
CCALA.org

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- CCA Joins Mack Urban at Grand Opening of WREN
- DTLA 2040 Working Group
- City Budget 2017-2018

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**CCA EVENTS**

***Thursday, June 15***

11 a.m. - 1:30 p.m.

**HOUSING PANEL & SHOWCASE: DENSITY IS OUR DESTINY**

Omni Los Angeles Hotel

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Level Members Only)

Topics: Park 101, Park Fee Update

Special Guests: Cecilia Estolano, ELP Advisors;  
Elizabeth Peterson, EPGLA; Darryl Ford,  
Department of Recreation and Parks

**Thursday, June 1**

11:45 a.m. - 1:30 p.m.

EXECUTIVE COMMITTEE MEETING WITH  
RAUL ANAYA

(Open to Executive Members Only)

**Thursday, June 8**

8:30 - 10 a.m.

TRANSPORTATION, INFRASTRUCTURE &  
ENVIRONMENT COMMITTEE

(Open to Executive and Business Advocacy  
Level Members Only)

Topics: Big Jump Grant, Metro Bike Share  
Pricing & Expansion

Special Guests: Seleta Reynolds, LADOT; Avital  
Shavit, Metro

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Hal Bastian, Hal Bastian Inc.; Kelli Bernard, AECOM;  
Jessica Lall, CCA; Kim Clerx, Metro Charter School;  
Paul Keller, Mack Urban; Councilmember José Huizar;  
representative from Capri Capital Partners; Ellen  
Riotto, South Park BID

## CCA Joins Mack Urban at Grand Opening of WREN

Today, CCA CEO & President Jessica Lall joined CCA member Mack Urban at the grand opening of [WREN](#), a \$144 million development with 362 residences in the heart of DTLA's South Park neighborhood. To mark the official opening, WREN's developers -- including CCA members Mack Urban and AECOM -- presented Metro Charter Elementary School with a generous

donation of \$150,000. Metro Charter is Downtown's first parent initiated charter school and a top-tier elementary school serving a wide range of families that live and work Downtown.

Councilmember José Huizar and CCA member South Park BID also attended the grand opening celebration to support the vibrant future of South Park. Lall expressed gratitude for the donation and said the WREN developers have "invested in the future of Downtown with their visionary creation of this community in South Park, and now they are investing in the future of our children."

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## DTLA 2040 Working Group

Last Friday, CCA hosted its fourth DTLA 2040 working group. DTLA 2040 is the merging and update of the Central City and Central City North Community Plans and is intended to guide growth in Downtown until 2040. Our meetings have been primarily focused on the future of the Central Industrial and Fashion District areas as well as mobility in and around Downtown. Next steps for DTLA 2040 include: the plan text is expected to be

released by early summer, the new zoning code for Downtown (re:code LA) is expected to be released in August/September and the Draft EIR should be published by February 2017. CCA will continue to be highly engaged in DTLA 2040 and will continue to convene working group meetings.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

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## City Budget 2017-2018

Last week, after 30 hours of public hearing, the City Council adopted a \$9.2B budget. The City has successfully restored basic services to pre-recession levels while complying with established policies regarding the Reserve Fund. Fiscal year 2017-2018 Budget Priorities include:

- Prioritizing funding for public safety by committing to continued hiring of police and firefighters.
- Combining street reconstruction with the Vision Zero Initiative by investing funding from multiple sources to achieve a goal of zero traffic fatalities in the City by 2025.
- Prioritizing street repair and

setting a repaving goal of 2,400 miles annually, and renewing focus on restoring the City's worst streets.

- Expanding staffing and resources to update each of the City's Community Plans every six years.
- Increasing resources to improve the health and safety of homeless encampment conditions while helping homeless residents move off of the streets and into housing.
- Expanding the City's graffiti removal program to expedite responses to constituent requests.

The budget is a living document that is regularly adjusted to accommodate new fiscal realities. This is necessary since many of the budget initiatives rely on voter-approved ballot measures including: Measure M, Measure HHH, Measure H, Cannabis Tax and Senate Bill 1. It is certain that all of these revenues will materialize; however, the time and level of funds for each new revenue source remains unclear. There is also significant uncertainty related to federal grants that fund services for many of the City's most vulnerable residents.

It is also worth noting that the adopted budget includes new sources of revenue that have yet to be approved by City Council including: Airbnb, Affordable Housing Linkage Fee and Billboard revenues. CCA will continue to engage in these items and the City budget throughout the year.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

## CCA In Action

CCA testified before the Central Area Zoning Administrator on Wednesday to support Hazens Group's proposed project at 1020 S. Figueroa Street, which underwent several major design changes in response to community input. CCA member Jeffer Mangels presented those changes before hearing comments from the public. Joining CCA in support of the project were the Downtown LA Neighborhood Council, Sheet Metal Workers and CREED LA. The project is now pending at City Planning Commission.

For more information, please contact CCA's Associate Director of Public Policy and Membership, [Joanne Danganan](#).

This week CCA spoke at the Transportation Committee to encourage

the enactment of flexible rules that promote the rapid expansion and adoption of car-share throughout LA. We shared that car-share is a successful model in many other cities to shift from individual car ownership to multimodal transportation choices. CCA believes the sustainable growth of Downtown is dependent upon increasing multimodal options and will continue to support efforts such as car-share.

For more information please contact CCA's Director of Public Policy, [Shane Phillips](#).

## CCA Members in the news

### **Mia Lehrer + Associates**

"One of the things we heard most with the original design was 'more trees,' so we added more, and wanted to make sure they're big enough to provide deep shade," said Ben Feldman, Mia Lehrer + Associates.

*Downtown News, "A Fresh Look for First and Broadway Park" -- May 22, 2017*

### **CBRE**

"CBRE has been on a roll in spite of a tepid commercial real estate market. In 2016, CBRE brought in revenue of over \$13 billion, a 20 percent annual increase. The company has also boosted more than its bottom line: CBRE was honored with a LGBTQ Business Equality Excellence Award and earned a 2017 Energy Star Sustained Excellence Award from the EPA for its commitment to energy efficiency."

*LinkedIn, "LinkedIn Top Companies 2017:  
Where the world wants to work now" -- May 18,  
2017*

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High Lantern Group  
L.A. Conservation Corps

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Nhien Lasky, CCA's Director of Business Development & Marketing celebrated her third anniversary. CCA thanks Nhien for her dedication to member retention, new member recruitment and fundraising. She is an amazing member of the CCA team and we congratulate her on all of her achievements.

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Central City Association of Los Angeles

**"Our Advocacy Strengthens Your Bottom  
Line"**

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